MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/ 2019

BMK2144 – INTEGRATED MARKETING COMMUNICATION

(All sections / Groups)

27 MAY 2019
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page) with 4 Questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Marketing strategies are placing more and more effort on target marketing. What is target marketing? Discuss each of the target marketing strategy and give examples of companies currently employing each of these strategies.

a) Undifferentiated marketing
b) Differentiated marketing
c) Niche marketing

(Total 25 marks)

QUESTION 2

The Elaboration Likelihood Model (ELM) has become a very popular way of analyzing differences in the way consumers process and respond to persuasive messages. Explain what is meant by a central versus peripheral route to persuasion and the factors that would determine when each might be used by consumers in response to an advertisement. Discuss with examples.

(Total 25 marks)

QUESTION 3

Discuss the difference between an advertising appeal and a creative execution style. Choose any of two advertisement and analyze the particular appeal and execution style used in each.

(Total 25 marks)

QUESTION 4

Internet is an extremely valuable tool for marketers and an important part of the integrated marketing communication (IMC) program. Discuss the role of the Internet in each of the IMC program.

(Total 25 marks)

End of page.